Stills or movies,
capture your story.

EOS
550D

you can

Canon

EOS 550D

Wherever you go, you'll find stories. The EOS 550D gives you the power and versatility to capture them your way – through a combination of stunning still images and HD movies.

Brochure photography taken with EOS 550D: David Newton

Tv (Shutter Speed): 1/20
Av (Aperture Value): 9.0
ISO Speed: 400
Lens: EF-S 60mm f/2.8 Macro USM

Extraordinary detail

You never know when you'll capture it: the image that shows the definitive moment of a holiday, a football match, or a gathering. The image that deserves a place on your wall. With the detail provided by an 18 Megapixel Canon CMOS sensor, every shot you take is a potential poster-size print.

Seen a detail you love in a shot? The exceptional resolution of the EOS 550D also lets you make extreme creative crops, while keeping the detail you need for printing.

Tv(Shutter Speed): 1/100
Av(Aperture Value): 8.0
ISO Speed: 200
Lens: EF 70-200mm f/4L IS USM +1.4x

Low light, high quality

The best stories don't always happen in perfectly-lit situations. With the EOS 550D, you can carry on shooting in low light without compromising on quality. Crank the ISO speed up to 6400, or expand to an incredible 12800 for those moments when flash is not suitable.

Whichever ISO speed you use, DIGIC 4 applies advanced Noise Reduction – for detailed, smooth-looking images with low levels of graininess.

The visible difference

Study any image shot with an EOS 550D and you'll soon notice a few things – like incredibly smooth gradations from one tone to the next, and vivid, true-to-life colours. Canon achieves this by designing and manufacturing the camera's key imaging components in-house.

Capturing the image data is an APS-C size CMOS sensor. Its large pixels ensure excellent, low-noise performance, even in lower light. And racing to optimise each image is Canon's DIGIC 4 image processor. Capable of recreating the subtlest tonal gradations and an incredibly wide colour range, it also drives Noise Reduction, as well as rapid start-up and image processing times.

The result? Images and movies that show your story at its most compelling.

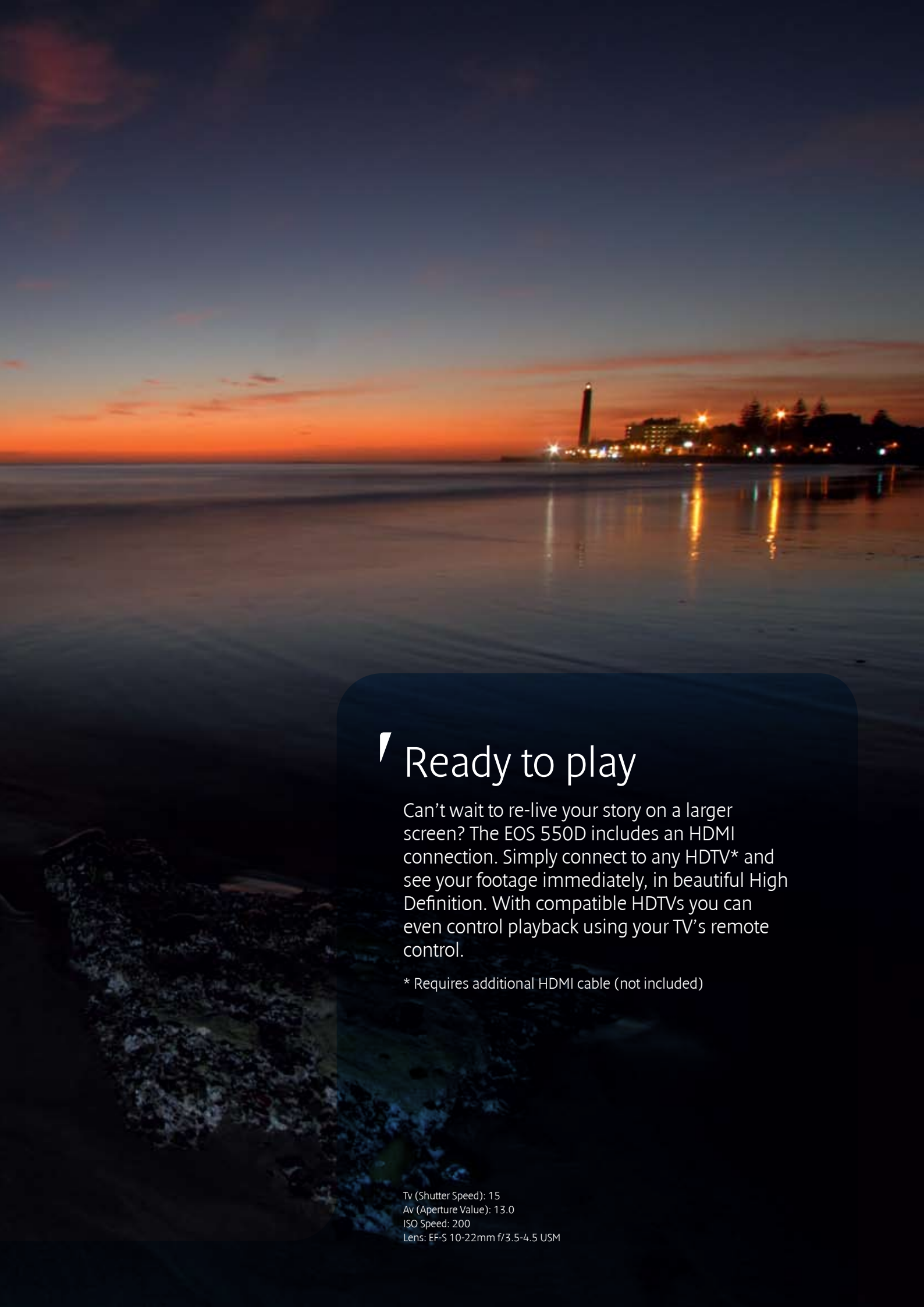
Tv (Shutter Speed): 1/30
Av (Aperture Value): 1.4
ISO Speed: 1600
Lens: EF 50mm f/1.4 USM

Stunning HD movies

Some things can't be communicated in still images alone. Whether you're witnessing a child's first steps, a winning goal or the movement of sunlight on water, the EOS 550D gives you the power to capture the story as you remember it: with pin-sharp, Full High Definition movies at 1080p. For top-quality stereo sound, attach a microphone to the 3.5mm external microphone socket.

Become the director

You shoot your still images with a DSLR because you love having creative control. Why should movies be different? With the EOS 550D, you can fine-tune footage to perfection using full manual control over all key settings. If the action speeds up, you won't get left behind; simply switch to 720p and you can capture high-speed 50/60fps movies, ideal for sports or filming from a moving vehicle. And for long-range action, a new Movie Crop function uses the centre of the sensor to let you shoot VGA movies at an effective 7x zoom. It's ideal for moments when you haven't got time to change to a longer lens.



Ready to play

Can't wait to re-live your story on a larger screen? The EOS 550D includes an HDMI connection. Simply connect to any HDTV* and see your footage immediately, in beautiful High Definition. With compatible HDTVs you can even control playback using your TV's remote control.

* Requires additional HDMI cable (not included)

Tv (Shutter Speed): 15
Av (Aperture Value): 13.0
ISO Speed: 200
Lens: EF-S 10-22mm f/3.5-4.5 USM

Built for intuition

Pick up the EOS 550D and you'll be struck by how natural it feels in your hands. Every detail of this camera has been designed to make shooting stills and movies an effortless process.

An ergonomic button layout includes dedicated access to the Quick Control Screen, for instant changes to commonly used modes and functions– including drive mode, recording quality and exposure compensation. It's ideal for those shots that won't wait around while you change settings.

And with a lightweight build, the EOS 550D is pleasingly easy to handle. Take a one-handed shot from the hip. Thrust it above a crowd. Wherever your story takes you, the EOS 550D is built to follow.

Tv (Shutter Speed): 1/200
Av (Aperture Value): 5.0
ISO Speed: 400
Lens: EF 70-200mm f/4L IS USM

Tv(Shutter Speed): 2.5
Av(Aperture Value): 11
ISO Speed: 100
Lens: EF-S 10-22mm f/3.5-4.5 USM

Creative control

A few minutes is all you need to familiarise yourself with the fast, intuitive menu system on the EOS 550D. Inherited from Canon's leading professional models, it means you spend less time navigating, and more time shooting – and is your gateway to a host of creative controls. Bring out skin tones in portraits or the blue tones of the sky by switching between six Picture Style Presets, or create and save three custom styles. Use Highlight Tone Priority to maximise detail in bright areas, or Canon's Auto Lighting Optimizer to automatically adjust the overall image brightness in difficult lighting situations.

See more

Want to review your story in brilliant, pin-sharp detail? That's just one of the advantages you get with a 7.7cm (3.0") 3:2 Clear View LCD with over 1 million dots. Switch to Live View mode, and a real-time 30fps feed lets you frame without using the viewfinder; ideal for shooting at ground level or arm's length. A wide viewing angle makes it easy to share your shots with friends. And to guide you towards the perfect shot, an optional grid line and histogram display can be selected.

Some of the most exciting stories unfold in an instant. Hold down the shutter of the EOS 550D and you can shoot dramatic action sequences in rapid bursts of up to 3.7fps – ensuring that you catch the decisive moment, every time. For consistently sharp focus in every frame, the EOS 550D features Canon's sophisticated multi-point AF and AI Servo subject tracking systems.

Tv (Shutter Speed): 1/1600
Av (Aperture Value): 4.0
ISO Speed: 200
Lens: EF 70-200mm f/4L IS USM

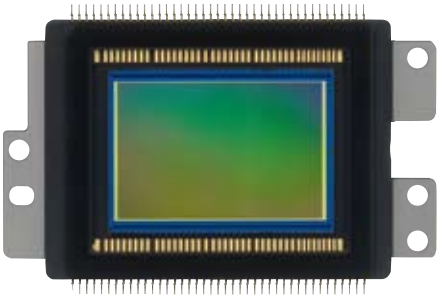
EF-S lens mount

The EOS 550D features Canon's unique EF-S lens mount, giving you access to all Canon EF and compact EF-S model lenses. With EF-S focal lengths all the way down to 10mm, you can capture entire landscapes in a single frame, or the full atmosphere of an interior scene. Alternatively, attach an EF-S 55-250mm f/4-5.6 IS and fill your frame with distant subjects in crystal-clear, image-stabilized detail.

All EF-S lenses offer compact, lightweight designs and performance to meet the demands of the EOS 550D's high-resolution sensor – from special coatings which avoid 'ghosting' and lens flare, to special materials which reduce chromatic aberration – the colour distortion sometimes seen at the edges of shots.

EOS Integrated Cleaning System

The EOS 550D guards images against the effects of dust on the sensor in three ways: reducing dust generated inside the camera, shaking dust from the sensor each time the camera is turned on or off, and mapping stubborn dust spots for removal with the provided Digital Photo Professional software.



Read your scene

In a scene with strongly contrasting tones, many metering systems cannot be trusted to deliver an accurate exposure. iFCL is a new metering system developed as part of Canon's higher-end EOS models, that uses 63 separate zones to analyse focus, colour and luminance information – ensuring that the camera understands the scene as well as you do.

Tv (Shutter Speed): 1/1250
Av (Aperture Value): 7.1
ISO Speed: 200
Lens: EF-S 55-250mm f/4-5.6 IS

Speedlite Flash Units

Much more than just a way of shooting in dark conditions, a Speedlite 270EX lets you expand the capabilities of the built-in flash – from eliminating unwanted shadows in portraiture, to casting softer lighting on a subject by experimenting with 'bounce flash' techniques. Step up to the Speedlite 580 EX II for even more power, or expand with a second flash unit and wirelessly trigger more sophisticated setups. The EOS 550D uses Canon's E-TTL II flash metering, a distance-linked algorithm which intelligently calculates the correct flash output for your scene.

Power when you need it most

Don't risk losing power when a fantastic story is unfolding before you. Boost the EOS 550D with an optional battery grip, utilising six AA batteries or two rechargeable battery packs, and you can shoot with confidence for longer. The grip also adds extra size to the camera, for firm, reassuring handling, and features a shutter button, main dial and AV button, for complete control when holding the camera vertically.

Carry on creating

The creative process doesn't have to stop after you've finished shooting. Shoot in RAW format with the EOS 550D, and your image files retain all the pixel data captured by the camera. The result? More image detail, and more possibilities for making your best images look even better.
For an intuitive way into RAW editing, processing and converting, every EOS 550D is supplied with Canon Digital Photo Professional (DPP) software. This powerful program lets you adjust exposure, white balance, noise reduction, sharpening, Picture Style, contrast or lens correction – it's like being given the chance to take a shot all over again. You can also map and remove any residual dust on your camera's sensor.

Tv (Shutter Speed): 1/1600
Av (Aperture Value): 2.2
ISO Speed: 200
Lens: EF 85mm f/1.8 USM

Share your story

A great story deserves a wider audience - so don't hide yours away on a computer. For quick, easy, lab-quality prints in a variety of sizes, try Canon's range of SELPHY compact photo printers. Small enough to store on a bookshelf, they're great for postcard-sized prints, stickers and collages. For single images at serious sizes, Canon's PIXMA range delivers prints with outstanding quality and longevity – all the way up to A3+*.

* Media size varies between models. See individual specifications for details.

Tv (Shutter Speed): 1/125
Av (Aperture Value): 22.0
ISO Speed: 200
Lens: EF 70-200mm f/4L IS USM

SPECIFICATIONS + SYSTEM CHART

	EOS 550D
IMAGE SENSOR	
Type	22.3 x 14.9mm CMOS
Effective Pixels	Approx. 18.0 megapixels
Total Pixels	Approx. 18.7 megapixels
Aspect Ratio	3:2
Low-Pass Filter	Built-in / Fixed with Self Cleaning Sensor Unit
Sensor Cleaning	EOS integrated cleaning system
Colour Filter Type	Primary Colour
IMAGE PROCESSOR	
Type	DIGIC 4
LENS	
Lens Mount	EF/EF-S
Focal Length	Equivalent to 1.6x the focal length of the lens
FOCUSING	
Type	TTL-CT-SIR AF-dedicated with a CMOS sensor
AF System/ Points	9 AF points (f/5.6 cross type at centre, extra sensitivity at f/2.8)
AF working range	EV -0.5 – 18 (at 23ºC & ISO100)
AF Modes	AI Focus, One Shot, AI Servo
AF Point Selection	Automatic selection, Manual selection
Selected AF point display	Superimposed in viewfinder and indicated on LCD monitor
Predictive AF[1]	Yes, up to 10m
AF Lock	Locked when shutter button is pressed half way in One Shot AF mode.
AF Assist Beam	Intermittent firing of built-in flash or emitted by optional dedicated Speedlite
Manual Focus	Selected on lens
EXPOSURE CONTROL	
Metering modes	TTL full aperture metering with 63-zone SPC. *(1)* Evaluative metering (linked to all AF points). *(2)* Partial metering at center (approx. 9% of viewfinder) *(3)* Spot metering (approx. 4% of viewfinder at center). *(4)* Center weighted average metering
Metering Range	EV 1-20 (at 23ºC with 50mm f/1.4 lens ISO100)
AE Lock	Auto: In 1-shot AF mode with evaluative metering exposure is locked when focus is achieved. Manual: By AE lock button in creative zone modes.
Exposure Compensation	+/-5 EV in 1/3 or 1/2 stop increments (can be combined with AEB).
AEB	3 shots +/- 2 EV, 1/2 or 1/3-stop increments
ISO Sensitivity[2]	AUTO (100-6400), 100 – 6400 Expandable to H (approx 12800) in 1-stop increments
SHUTTER	
Type	Electronically-controlled focal-plane shutter
Speed	30 – 1/4000 sec (1/2 or 1/3 stop increments), Bulb (Total shutter speed range. Available range varies by shooting mode)
WHITE BALANCE	
Type	Auto white balance with the imaging sensor
Settings	AWB, Daylight, Shade, Cloudy, Tungsten, White, Fluorescent light, Flash, Custom. *White balance compensation*: 1. Blue/Amber +/-9. 2. Magenta/ Green +/-9
Custom White Balance	Yes, 1 setting can be registered
WB Bracketing	+/-3 levels in single level increments. 3 bracketed images per shutter release. Selectable Blue/Amber bias or Magenta/Green bias
VIEWFINDER	
Type	Pentamirror
Coverage (Vertical/Horizontal)	Approx. 95%
Magnification	Approx. 0.87x
Eyepoint	Approx. 19mm (from eyepiece lens centre)
Dioptre Correction	-3 to +1 m-1 (dioptre)
Focusing Screen	Fixed
Mirror	Quick-return half mirror (Transmission: reflection ratio of 40:60, no mirror cut-off with EF600mm f/4 or shorter)
Viewfinder Information	*AF information*: AF points, focus confirmation light. *Exposure information*: Shutter speed, aperture value, ISO speed (always displayed), AE lock, exposure level/compensation, spot metering circle, exposure warning, AEB. *Flash information*: Flash ready, high-speed sync, FE lock, flash exposure compensation, red-eye reduction light. *Image information*: White balance correction, SD card information, monochrome shooting, maximum burst (1 digit display), Highlight tone priority (D+)
Depth of field preview	Yes, with Depth of Field preview button
Eyepiece shutter	On strap
LCD MONITOR	
Type	7.7cm (3.0") 3:2 Clear View TFT, approx. 1040K dots
Coverage	Approx. 100%
Viewing Angle (horizontally/vertically)	Approx. 160º
Coating	Dual Anti-reflection, anti smudge
Brightness Adjustment	Adjustable to one of seven levels
Display Options	*(1)* Quick Control Screen. *(2)* Camera settings
FLASH	
Built-in Flash GN (ISO 100, meters)	13
Built-in Flash Coverage	up to 17mm focal length (35mm equivalent: 27mm)
Built-in Flash recycle time	Approx. 3 seconds
Modes	Auto, Manual Flash On/off
Red-Eye Reduction	Yes – with red eye reduction lamp
X-sync	1/200sec
Flash Exposure Compensation	+/- 2EV in 1/2 or 1/3 increments
Flash Exposure Bracketing	Yes, with compatible External Flash
Flash Exposure Lock	Yes
Second Curtain Synchronisation	Yes
HotShoe/PC terminal	Yes / –
External Flash Compatibility	E-TTL II with EX series Speedlites, wireless multi-flash support
External Flash Control	via camera menu screen
SHOOTING	
Modes	Auto, Portrait, Landscape, Close-up, Sports, Night Portrait, No Flash, Movie, Program AE , Shutter priority AE, Aperture priority AE, Manual, A-DEP
Picture Styles	Standard, Portrait, Landscape, Neutral, Faithful, Monochrome, User Defined (x3)
Colour Space	sRGB and Adobe RGB
Image Processing	Highlight Tone Priority. Auto Lighting Optimizer (Basic and Creative modes). Long exposure noise reduction. High ISO speed noise reduction. Peripheral illumination correction
Drive modes	Single, Continuous, Self timer (2s, 10s + remote, 10s + continuous shots 2-10)
Continuous Shooting	Max. Approx. 3.7fps. (speed maintained for minimum of approx 34 images (JPEG)[3], 6 images (RAW)[4])
LIVE VIEW MODE	
Type	Electronic viewfinder with image sensor
Coverage	Approx. 100% (horizontally and vertically)
Frame Rate	30fps
Focusing	Manual Focus (Magnify the image 5x or 10x at any point on screen). Autofocus: Quick mode, Live mode
Metering	Real-time evaluative metering with image sensor. Active metering time can be changed
Display Options	Grid overlay, Histogram
FILE TYPE	
Still Image Type	*JPEG*: Fine, Normal (Exif 2.21 [Exif Print] compliant) / Design rule for Camera File system (2.0), *RAW*: RAW (14bit, Canon original RAW 2nd edition), *Digital Print Order Format* [DPOF] Version 1.1 compliant
RAW+JPEG simultaneous recording	Yes (RAW + Large JPEG only)
Image Size	*JPEG*: (L) 5184 x 3456 (M) 3456 x 2304, (S) 2592 x 1728. *RAW*: (RAW) 5184 x 3456

Movie Type	MOV (Video: H.264, Sound: Linear PCM)
Movie Size	1920 x 1080 (29.97, 25, 23.976 fps). 1280 x 720 (59.94, 50fps). 640 x 480 (59.94, 50fps)
Movie Length	Max duration 29m 59sec, Max file size 4GB
File numbering	*(1)* Consecutive numbering. *(2)* Auto reset. *(3)* Manual reset.
OTHER FEATURES	
Custom Functions	12 Custom Functions with 36 settings
Metadata Tag	User copyright information (can be set in camera)
LCD Panel / Illumination	Yes
Playback zoom	1.5x – 10x enabled in 15 steps
Display Formats	*(1)* Single image with information (2 levels). *(2)* Single image. *(3)* 4 image index. *(4)* 9 image index. *(5)* Jump Display.
Slide Show	*Image selection*: All images, by Date, by Folder, Movies, Stills. *Playback time*: 1/2/3/5 seconds. *Repeat*: On/Off
Histogram	*Brightness*: Yes. *RGB*: Yes'
Highlight Alert	Yes (Shooting information display only)
Image Erase/Protection	*Erase*: Single image, Checkmarked images, Unprotected images. *Protection*: Erase protection of one image at a time
Data Verification	Original image verification data can be appended to the image (OSK-E3 required for verification)
Menu Categories	*(1)* Shooting menu (x4). *(2)* Playback menu (x2). *(3)* Setup menu (x3). *(4)* My Menu
Menu Languages	25 Languages: English, German, French, Dutch, Danish, Portuguese, Finnish, Italian, Norwegian, Swedish, Spanish, Greek, Russian, Polish, Czech, Hungarian, Romanian, Ukrainian, Turkish, Arabic, Thai, Simplified Chinese, Traditional Chinese, Korean and Japanese
Firmware Update	Update possible by the user
INTERFACE	
Computer	Hi-Speed USB
Other	Video output (PAL/ NTSC) (integrated with USB terminal), HDMI mini output (HDMI-CEC compatible), External microphone (3.5mm Stereo mini jack)
DIRECT PRINT	
Canon Printers	Canon Compact Photo Printers and PIXMA Printers supporting PictBridge
PictBridge	Yes
STORAGE	
Type	SD card, SDHC card or SDXC card
SUPPORTED OPERATING SYSTEM	
PC & Macintosh	Windows XP (SP2/SP3) / Vista incl. SP1 (excl. Starter Edition) / 7 (excl. Starter Edition). OS X v10.4 – 10.6
SOFTWARE	
Browsing & Printing	ZoomBrowser EX / ImageBrowser
Image Processing	Digital Photo Professional
Other	PhotoStitch, EOS Utility (inc. Remote Capture, Original Data Security Tools*), Picture Style Editor. **Requires optional accessory*
POWER SOURCE	
Batteries	1 x Rechargeable Li-ion Battery LP-E8
Battery life	Approx. 440 (at 23ºC, AE 50%, FE 50%)[5] Approx. 400 (at 0ºC, AE 50%, FE 50%)
Battery Indicator	4 levels
Power saving	Power turns off after 30sec or 1, 2, 4, 8 or 15mins
Power Supply & Battery Chargers	AC Adapter Kit ACK-E8, Battery charger LC-E8, LC-E8E
PHYSICAL SPECIFICATIONS	
Body Materials	Stainless Steel and polycarbonate resin with glass fiber
Operating Environment	0 – 40ºC, 85% or less humidity
Dimensions (WxHxD)	128.8 x 97.3 x 62mm
Weight (body only)	Approx. 530g (CIPA testing standard, including battery and memory card)

[1] With EF300mm f/2.8L IS USM at 50kph. [2] Recommended Exposure Index. [3] Large/Fine (Quality 8) resolution. [4] Based on Canon's testing conditions, JPEG, ISO 100, Standard Picture Style. Varies depending on the subject, memory card brand and capacity, image recording quality, ISO speed, drive mode, Picture Style, Custom functions etc. [5] Based on the CIPA Standard and using the batteries and memory card format supplied with the camera, except where indicated.

All data is based on Canon's standard testing methods except where indicated. Specifications are subject to change without notice.
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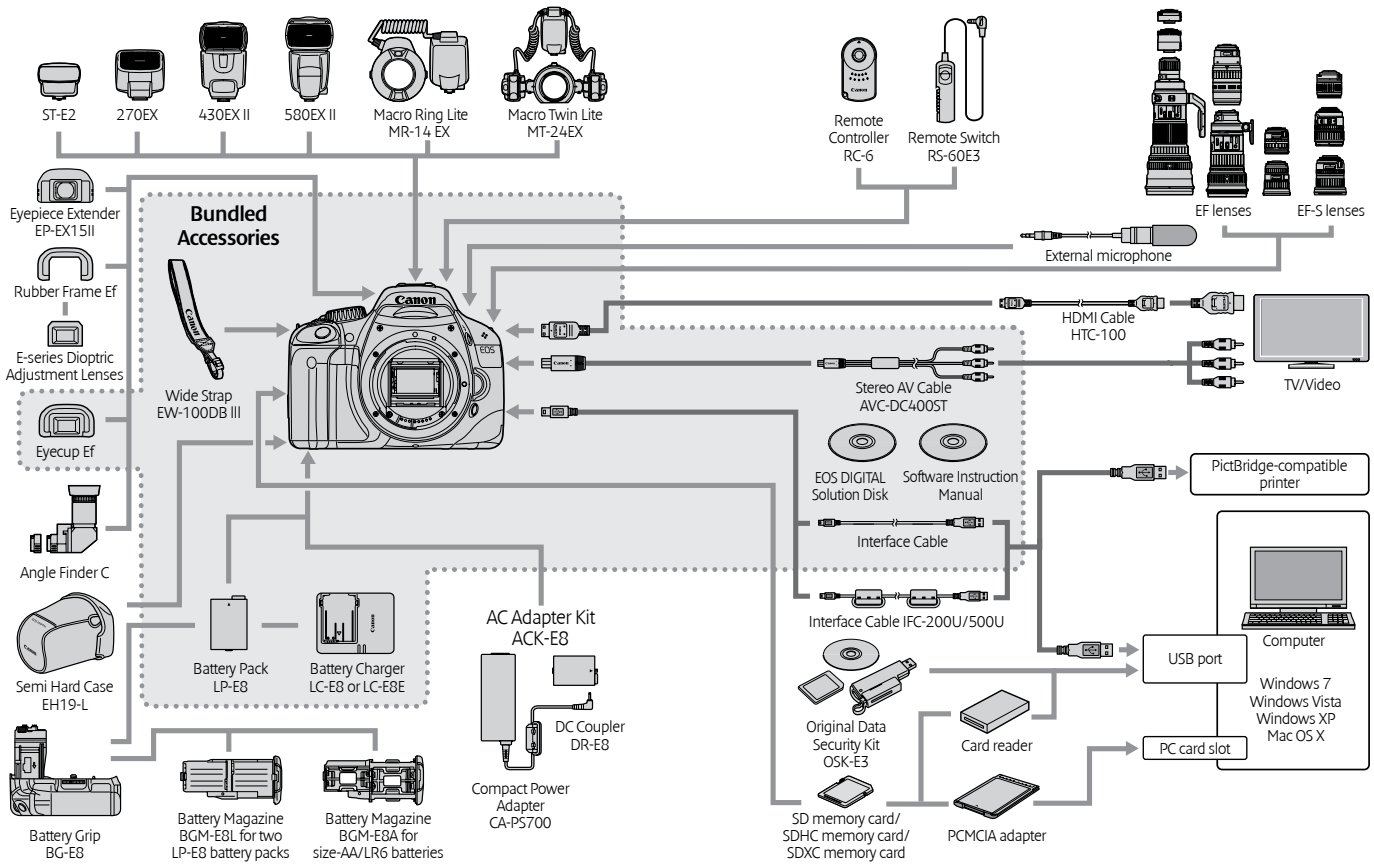
More detailed specifications are to be found on your local Canon website.



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